

from the Michigan Film Office...

GRAND BLANC CATERER EXPANDS STAFF BY 300% TO HANDLE NEW FILM BUSINESS Annual Sales Double; Six Figure Investment made in Catering Vans and Vehicles

Business: **Ciao Catering**, Grand Blanc, Michigan

Most recent developments:

- Expanded staff, hiring 10 new employees, plus five part-timers
- Purchased two \$100,000 step-van catering trucks, plus support vehicles
- Projected year-end sales of \$750,000 would be a 100% increase over 2007

Recent films: *The Job, Prayers for Bobby, Youth in Revolt*

Current assignments: *Butterfly Effect 3, Gifted Hands, All's Faire in Love, Demoted*

Profile:

Founded in 2003 as a small pizzeria. A niche was soon found catering pharmaceutical companies' presentations to doctors' offices. Owner/chef, totally self-taught, expanded menu palette with gradual experimentation. Sold the pizzeria eight months after starting the catering business. Expanded the physical facility to twice the operating space, opening a banquet room next to the main kitchen.

Key Developments:

- Has since hired a new chef, cooks and additional support staff
- Entered the film business after being referred by Kind Services to the line producer of *Transformers*
- New step-vans are each capable of serving 1,000 plates, making the operation totally independent
- Proprietor also considering a move of operations to Southeastern Michigan

Quotes from owner Dan Gearig:

"The film bill is great for the small guys...like me. I've been hiring like crazy. It's helping other small companies too, like limousines, chair rental companies and others. We appreciate the excitement of the business, too. I can see us hitting \$1 million in revenue next year at the rate things are going."

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